

# Contacts

Volume 2, No. 6, June 1966  
Published monthly for and by employees  
of Eaton's Western Division



**Canada**



**Celebrates**



**99 years**



**as a**



**Great  
Nation  
with a  
Growing  
Identity!**

Enthusiasm is mounting as more and more Canadians become involved in the preparations for our 100th birthday. If we have been called self-effacing spectators in the past, the next year should prove otherwise. It's a time when we abandon our modest outlook on Canada and shout her praises. It's a time when we recapture our history, support our talented citizens and develop plans for the future. It's a time when we invite tourists to visit EXPO '67 and the Pan American Games. And, like Narda Price, shown above, it's a time when we show our excitement and wave banners. It's a proud time for a free, prosperous and beautiful country.



# The word's out...

## Canada Grows Her Own

by Rosemary De Graff

Today, more than ever before, Canada is searching for an identity — to separate herself from the dominant presence of her vast neighbour and to see herself in relation to the world. For Canada is no mere suburb of another country. She is a booming industrial and agricultural nation with such sudden, breathtaking changes of scenery, she might be several countries rolled into one. Canadians, too, are a diversified study, weaving a mosaic of old cultures, traditions and customs into a totally unique fabric called "Canada".

Some will debate that we have no home-grown culture. In her formative years, Canada was busy rolling back her frontiers, but recently, there has been an upsurge of interest in the country as a whole. This has been expressed in painting, writing, song, ballet, theatre and architecture. Stimulated by the Canada Council, the cultural growth of Canada is an exciting, steadily expanding and vital force.

Added to this growing sense of pride in Canadian achievements, we might include the increase of interest in Canadian products. Tourists now find souvenirs "Made

in Canada". They discover distinctive Canadian articles, ranging from Eskimo carvings to oil paintings, from tartans and ceramicraft to sporting goods and woollens. Eaton brands are recognized for their high quality and design — all planned specifically for Canadians.

If we open our eyes and ears to this vigorous young country of ours, we will see a country keenly in touch with events of today. We will see that Canada is creating an impact in many fields of endeavour — that she is a great trading nation and a world power of importance.



### Visitors' eye-view ... a fresh look at our products

Janet and Gordon Adkins, a charming couple from Sioux City, Iowa, visited Eaton's early in June. Their enthusiasm and desire for Canadian products sharpened our vision to what tourists see as symbolic of the country. British and Canadian fancy hand-knit sweaters, shown by Mrs. Julia Agar, were Janet's favourites. Gordon was attracted to the provincial tartans in men's furnishings, proudly displayed by Mrs. Edith Greening. Both were thrilled with the Grill Room delicacy — Winnipeg Goldeye — served in fine style by Louise Roy.





Artistic works captured the Adkin's imagination on their tour through Canadiana. Oil paintings, books, Eskimo carvings and Blue Mountain pottery were special attractions. We travelled on through the departments to the souvenir counter, the English bone china, the Irish linens, the fine furs, and the imported apparel. Janet and Gordon bubbled with enthusiasm. "Everyone is so gracious and helpful here. It's a beautiful store and so big!!" They both agreed we have a large selection of merchandise unique to Canada. "It's worth promoting," Janet assured us.



## Where to from here?

## Eatonians Probe Canada's Future

What developments should take place in the future to strengthen Canada's image in the eyes of the world?

To this question, employees offered a collection of penetrating suggestions.

*Ethel Smith, books:*

"Politicians and farm leaders take note — Canada is in a strong position to take the lead in an international campaign to overcome the scandal of world hunger."

*Mrs. D. Lund, Port Arthur:*

"We need a stronger union between our major government parties where trivial matters could be set aside to devote more time to world affairs."

*Anne Pickering, Port Arthur:*

"More expansion in Canadian-owned industry would give us a greater voice in world affairs."

*Hugh Sutherland, books:*

"For Canadians, for visitors to Canada, and for those who may never see this vast country, the greatest development for our image would be the presence of pride for ourselves as Canadians. Be proud we're Canadians!"

*Anne Lowe, ladies' wear:*

"For our centennial year, I hope we get our river banks cleared up to make it a place of beauty. We could also have docks

for boat rides. Under-ground parking would be more pleasing to the eye than parking lots."

*Ken Potts, Regina:*

"The largest capital investments and controlling interests in our industries are no longer Canadian. We must gain ownership and control our means of production. Let's keep Canada for the Canadians."

*Peter Van Went, optical:*

"Canada should take a more active part in keeping peace in the world. We should send more financial aid and more qualified people to teach in underdeveloped nations. We should create more markets for our goods in European and Asian countries. Our government should allow more Asian and African people to make Canada their home."

*R. L. Gregory, hearing aids:*

"I would like to see 'new Canadians' adapt to our way of life, learn the English language and be proud to live in their new country."

*Terry Thurgar, hearing aids:*

"We need a 'process of change' in our attitudes toward racial prejudice. We can demonstrate unity when we are a multi-racial country."

*Bob Fraser, Regina:*

"I would like to see the establishment of a foundation whose sole purpose would be to encourage technological and cultural students to remain in Canada."

*Mildred Carlson, catalogue customer accounts:*

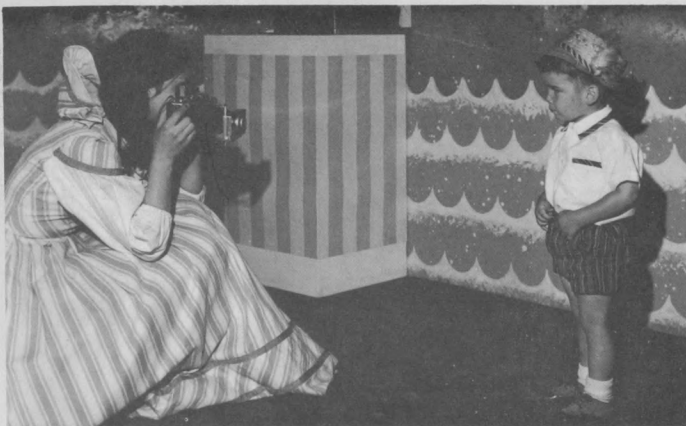
"I believe that we are in great need of additional provincial camping facilities, children's playgrounds and modern architectural buildings."

"To attract more tourists from other countries we must circulate pamphlets, booklets, or brochures of our beautiful scenic land."

"A better physical training program for the development of athletes, toward the Olympic level, starting at school level, should be considered."

*A. K. Cracknell, quality control:*

"The second biggest country in the world — 4 million square miles — with a population of 19 million! Untold resources of power, timber, metals. Now think of the overcrowded countries of the world, where hunger, unemployment and lack of opportunity go hand in hand. This country needs immigrants — for its own sake as well as for the sake of its image abroad."



New-fangled machines and old-fashioned clothes for Joan Ollis, Iveen Horbath and Norm Phillips



A summertime picture for Brian Cox, taken by Elaine Ross



Ruby Krafczyk and Olga Purdie



Polly Medwig  
Eleanor Kapitan and  
Marie Hadfield

## Ladies Don Costumes and Pocket Cash

In the bold, brash, good old days, pockets jingled with cash, quartets warbled sunny melodies, and ladies strutted down the avenues in ruffled gowns. Some of that colour, excitement and nostalgic Gay Nineties charm came to Winnipeg June 9-18 during Eaton's Good Old Summertime promotion.

Saleswomen in the Lower Priced Store joined the fun by sewing their own costumes to coincide with three days of old fashioned bargains. Material was supplied by the Store and prizes awarded for the most original creations.

Doris Horn, lingerie department, captured the first prize of \$15 for her rose bustle-back, lace-trimmed dress. A \$10 second prize went to Joan Ollis, shoe department, for a pink bouffant minuet gown. The remaining 62 participants scored a massive tie for third, each receiving five dollars. Judges were Mr. Norm Franklin, divisional personnel manager, Miss Mildred Hamilton, display department, and Mrs. Deanna Waters, Contacts editor.

Other Store attractions included walk-in windows on Portage Avenue where portraits were taken and candy floss sold; an ice cream treat shop; a five-piece German band playing throughout the store; a barber shop quartet; the Sweet Adelines; fun give-aways; live broadcasting in the window; and informal modelling.

The promotion was successful. It attracted sales, showed that exciting things happen downtown, and created a contagious excitement for both staff and shoppers.

### CONTACTS

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## Eaton's to Build in St. Vital

Mr. D. S. McGiverin, Director and Western Division General Manager, confirmed June 20 that the Company will acquire 70 acres of land in the St. Vital vicinity for a shopping centre.

Exact timing of the property development will depend primarily on market growth. Construction of the Inner Perimeter Highway will have "a very important bearing on when the shopping centre will be completed," he stated. The highway includes the proposed bridge across the Red River connecting Fort Garry with south-east Metropolitan Winnipeg.

The centre will include an enclosed mall, an Eaton store of about 100,000 square feet, another large department store, and a variety of smaller retail outlets. Mr. McGiverin said the centre will provide the most modern conveniences for suburban shoppers.

## All Smiles on the Eaton Flight

Broad grins and tired lines on the faces of 129 Eatonians who returned from the Eaton flight, were evidence that this was the trip of a lifetime.

Between May 24 and June 20, the travellers visited the British Isles, Europe and the Scandinavian countries. Cost for a return fare per person was only \$270.00, a meagre sum for a valuable and joyful experience.



Mary MacKelvie, Joan Isbister and Janis Perry returned from Europe with bronze tans.

Kisses for Joel and Mary Rochon from their youngsters.



## Seminar Speakers Promote Energy and Excellence

"We're still number one and our solid sales force will keep us there," Gordon Muirhead, divisional sales manager, declared at Sales Seminar Two, May 17 at the Fort Garry Hotel. He proposed that the responsibility for projecting a strong Company image "rests squarely on the shoulders of this force."

Donald S. McGiverin, Western Division general manager, endorsed Mr. Muirhead's statement, when he credited the success or failure of a company to the people at the point of sale. "If customers are able to leave the store with a friendly feeling, then we and the Company will continue to be prosperous," he said.

Mr. McGiverin stressed, "The significance of professionalism in today's world cannot be underestimated. Functional management is prepared to supply anything line sales management needs to accomplish this."

Charlie Cullen, a fifteen year veteran of motivational sales talks, emphasized in his opening remarks that a sale closes with any customer the moment a salesman says, "May I help you?" The automatic response is, "No thanks, I'm just looking."

Mr. Cullen said the main cause of indifference to customers is the fact that 70% of a person's ability can be affected by someone else. Therefore, salespeople must control their attitudes in order to increase their effectiveness with customers.

Other factors which create indifference are boredom and worry. Mr. Cullen suggested, "If you're going to worry, do it right." Once a week, stand in a corner and worry to beat the band. "But be sure you keep a worry-list," he cautioned, "or you'll forget the items by the time your worrying period comes up again."

To strengthen self-development, Mr. Cullen recommended the AIM formula:

A for Attitude — take a close look at it and see if you control the ability you possess.

I for Individual Capacity — develop it to the fullest.

M for Mature Judgment — which is cultivated by control of your attitude.

To put forth a better selling effort, Charlie Cullen says, "It's EASY!"

E for Energy — it makes up for shortcomings.

A for Audacity — exude optimistic

expectation and people will follow your lead.

S for Showmanship — people are accustomed to television salesmen who have a flair for displaying products.

Y for the YOU factor — talk to the customer about himself.

### STRIVE FOR EXCELLENCE

The development of a "Climate of Excellence" was proposed by Mrs. Mildred Johnson of Kansas City, who is the only female professional inspirational speaker touring Canada and the United States.

She noted excellence is achieved through a sensitivity to others. "By just plain lovin' other folks," she said in a charming southern drawl. "The only way to do that is to speak the language they speak."

"Think of it as a rubber ball," Mrs. Johnson suggested. "If you send out a rubber ball of animosity and indifference, that's what bounces back. But if you let people know you care about them, they'll be more sympathetic to what you say."

She recommended the "language of silence" when closing a presentation. "If the customer speaks first, he has bought the item. If you speak first, you have just bought it back."

In short, a climate of excellence is achieved by projecting at all times the thought, "How is it with you?" Customers notice it and so will you.

by GUY CRYER

# From Horsewhip to Horn

The Roberts family recalls 200 years with the indomitable delivery fleet.

O kay. Let's say you'd like to know more about Dobbin and the surrey with the fringe on top. But you don't know where to start. That's where the Roberts family comes in. Their contingent of father, three sons, two daughters and a brother forms the backbone of Eaton's delivery service — compiling 200 years of amusing memories.

"Winnipeg was a cruel country for animals," recalled Jimmie Roberts, senior, now 82 years old. "Horses plodded through knee-deep snow in 40 degrees below zero temperatures with nothing more than blankets on their backs." They worked up such a sweat that the covers had to be removed to prevent fevers. Drivers then wrapped the blankets around themselves, Jimmie chuckled.

Horses suffered when ice-cold bits were placed on their tongues, causing the skin to rip off. The men had to be especially careful to warm the equipment beforehand. Close attention was also paid to the animals' feet, for they bled easily when damaged in the cold.

"We always thought about the horses first," Ed Roberts explained, and told of the time he was on duty when a hail storm hit. "I struggled a long time pushing the horse into a nearby tin garage."

Whenever drivers encountered storms, muck roads, or run-away horses, the customers eagerly gave advice and assistance. Some even offered tea and cookies.

"Customers worried about the horses, but they seldom asked how we were," Ed laughed. "It was an offence to use a lame horse on route. People would call the stables before we had a chance to give the animal medication."

Caring for the horses was just part of the job, brothers Ed and Jim started. "We were very proud of them."

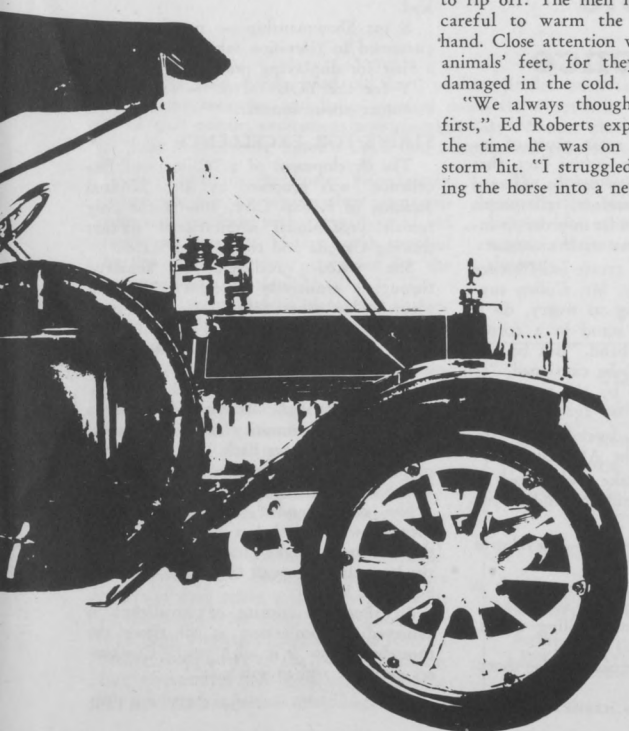
"I can remember when drivers were given speeding tickets for racing the horses against automobiles," Jim said. "We wanted to show how they could run like lightning."

Each man soon developed a friendship with his two horses — one of which he used in the morning and the other in the afternoon. "They knew where you kept your sugar lumps and apples," Ed laughed, "and they also learned which customers were likely to produce goodies." He related how one horse fancied a customer's holly hocks, another preferred a canvas car top, and one tried to pass through a customer's gate to fetch some candy. "Luckily, people were good-humoured about it".

Dobbin was considered indispensable to the delivery fleet — that is, until the automobile proved its worth. By 1939 the Company had sold the 250 horses in favor of motor trucks. The men found them faster, more comfortable in winter and less trouble to maintain.

But horse-and-wagon delivery returned in 1942 for the wartime emergency in order to relinquish additional rubber and gasoline supplies. "Customers were delighted to see them on the road again, but we were spoiled with trucks and really dreaded the extra work involved," Jim said. Women joined the war effort by driving the motor cars while regular drivers manned the horse-drawn wagons.

Up until 1950, children could hitch their toboggans to Dobbin's sleigh, or comb his long mane. Then horses disappeared from the streets for good, replaced by man-made, increasingly efficient motor trucks.





Jim Roberts posed by his Eaton horse and buggy in 1925. Note the wire cage with roll-down canvas flaps.



Delivery inspector, Jim Roberts, senior, drove a crank-starter car in 1924 on his rounds to keep the fleet in order.

The delivery fleet has tripled since 1905, engaging 155 vehicles and over 100 drivers. Where one style of carriage was used in the beginning, we now have special trucks for parcels, cartage, furniture, services, towing, snow removal, and fork lifts.

An enviable safety record has been maintained by the drivers, fighting odds of heavy city traffic, inclement weather and one million miles travelled in a year. A garage staff of mechanics, painters, washers, greasers and oilers, take pride in keeping the vehicles in top condition.

The delivery service will move from the Catalogue building to the service building extension when it is built. Jim and Ed say this will result in a more efficient and convenient operation. Each year the trucks and facilities have improved, offering the customer convenient service in keeping with the times.



Ed and Jim invite Jim Roberts, Senior, for a ride in a modern van.

# Sports News

by DOUG BRAULT

## Wrong Turns Muff Many on Rally Round the Roads

When the instructions read "turn right at the third railway crossing," some of the auto rallyists did just that. Others turned at the second or fourth crossing, and some even turned left. Whether they followed the set route perfectly or got lost several times, participants in the 40-car Gopher-Broke Auto Rally, May 29, found the experience exhilarating.

In their first taste of an auto rally, Eatonians used stop watches, adding machines, slide rules and even egg timers, to calculate average speeds set for 42.4 mph and 52.8 mph. Several lost time finding the right road at Bird's Hill, or identifying the family who lives at RR No. 5 Pine Ridge. Howard Funk and Graham Fuller missed the turn at a hotel sign and went straight to Grand Beach, 100 miles off course. Marj McRae and her brother Fred, lost a muffler when they stopped to count the number of white squares on a checkerboard. The transmission jammed in the Corvette driven by Jim Mitchell and Dennis Wynant when they stopped to identify the make of water pump in a school yard. And what car didn't race over the set speed to make up lost time (we hear the Al Finnbogason's made up 10 minutes in the first leg.)

Climax to the rally came when cars turned in the wrong entrance to the final checkpoint and lost 500 points. They were soothed with coffee and donuts.

Mr. and Mrs. Ken Von Platen, Tom Dooley, Carl Buffie, Mike Cunningham and Doug Brault deserve a round of applause for this successful event.

A tie for third with 600 points.

Mr. and Mrs. A. D. Chalcraft, and Mr. and Mrs. A. B. Finnbogason.



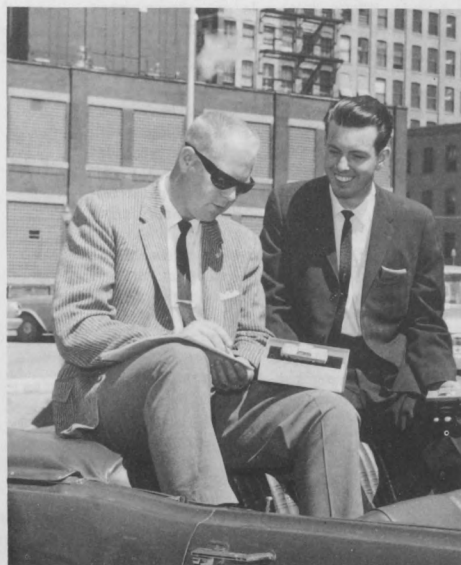
Donuts for men in the last car: navigator, Tom Keough, junior and driver, Tom Keough, senior.



"Would you believe 1:59:30?" Mike Cunningham asks a driver at the second check point.



Rally champs, Deanna Waters, navigator, and Bill Evans, driver, clocked every mile of the 124 minute route, to score a slim 60 points.



With only 120 penalty-points, Greg Walker and Graham Bloomer captured second place.



# Men's Golf Off to Swinging Start

Near perfect weather greeted golfers on the opening field days at Elmhurst Golf & Country Club, May 25 and 31.

Winning the Senior and the Dailley Trophy was Wally Hancock with runner up honours going to Len Swaffer and low gross to Bill Cousins.

The Grandfathers and Scrivener Trophy was won by Fred McKenzie, closely followed by Henry Einarson. Danny Tomes copped low gross. Mr. G. Muirhead presented his trophy to the retired group winner Bert Elson, runner up to Bert was John Patterson with Fred Hourd winning the low gross.

Dick Howard received stiff competition from Ernie Tachan in winning the Tucker Trophy for low gross in the A Group. Dick shot a 76, Ernie a 77.

Mr. R. C. McCordick, looking hale and hearty, presented his trophy to Ken Von Platen for winning the low net. Jim McClure was runner up to Ken.

The philosophy of world golf pro, Lloyd Mangrum was, "In this game, it isn't how you do it, but how many strokes." This statement could be applied to Sid Gerrard, who, on the first hole at Elmhurst, dubbed his drive. He then hit the green using his three wood and putted a 45 footer for a birdie.



Jeweller, Martin Borgenson, cuts a shield which will bear Ken Von Platen's name on the McCordick trophy, awarded to the low net golfer of the "A Group" field day.



The Eaton Vikings scored first place in the Prince Albert Daily Herald bowling consolation event. Left to right: C. Head, Mrs. A. Coombs, Mrs. N. Laird and D. Brisbois.

## Club Lists Results

Executive for the 1966 Eaton Women's Curling Club are as follows: past president, Flo Goldie; president, Frances Koslok; first vice-president, Winnie Crowston; second vice-president, Peggy Traswick; secretary, Pat Boyce; treasurer, Penny Miller; ice, Mary Ewing and Ina Smith; social, Jean Fairhall and Sadie Milne; permanent MLCA delegate, Mary Thompson.

The Sunday afternoon division prize winners were A. Morrison, skip; M. Thompson, third; P. Traswick, second; M. Ward, lead. The first team which tied for second was skipped by Flo Goldie, with J. Lawton, M. Ewing and A. Sloane. Skip for the second team was I. Smith with B. Stevenson, E. White and S. Saunders.

Wednesday evening division first prize winners were V. Arnold, skip; A. Surbey, third; A. Sloane, second; M. Gunning, lead. Second place went to F. Koslok, skip and P. Miller, P. Boyce and M. Davis.

## Swing Into Shape

Those who are out of shape from the long winter are invited to join Eaton's Tennis Club for an activity that firms the muscles and develops breath control.

The courts are among the best in the city and are open every day except Sunday at St. Stephens, Broadway and Edmonton. Low membership fees are available from Mrs. Lillian Phillips, Staff Relations, at \$4.00 per employee and \$6.00 for associate members.

## Anglers Reel 700

Angling is one of the most relaxing and popular sports in the world today.

The thrills involved can be attested to by Jim Flather, Watch Repairs, and by 204 members of the Eaton Angling Club. Jim landed a 24 pound, 12 ounce jack at Falcon Lake while the Angling Club reeled in over 700 fish at Shoal Lake, May 23.

Ted Sokolowski won the first prize of 100 silver dollars for catching the largest fish, a 3 pound, 15 ounce pickerel. Other pickerel winners were Archie Wardrop, Frank Zeaton, Bill Daskoch and Bert Tatum. Rod Dargis caught the largest bass, Andy Hayduck and Les Hutton the largest perch.

Even the ladies got into the act, winning consolation prizes: Marge Wylie, Terry Sokolowski and Elsie Tauber.

The success of this year's fishing derby can be attributed to President John Bay and his executive.

## ANGLING IS COARSE

The word angling simply means to fish with rod, line and hook and is divided into two types; game and coarse fishing. It is said that these curious names for the type of fishing in which most people are interested came from the bad old days of the last century when only the wealthy few could afford to fish for salmon, the "game" fish. The others who could manage to fish only in common rivers or public waters were "a coarse lot of fellows," according to the rich. The name has stuck and serves as a memorial to the pioneers of this tremendously popular sport.

## Jennie Fires Ten Strikes



The first night of Spring League Bowling in Brandon, veteran bowler Mrs. Jennie West fired ten straight strikes for a 431 single game and an 818 series for three games. This was high game for the year bowled by men or women.

## Hits Hole in One

Doug Thrush from the printing department, wondered why two golfers on the green ahead of him were excited when he teed off. The answer was a happy one.

Using a seven iron, he had dropped a hole-in-one from 130 yards. It took place June 11 at the 10th hole on the Windsor golf course.



Dr. John Sinclair, Eaton Podiatrist

## Doc Makes 150,000 Toes Tap

Every morning a steady stream of Eaton staff and retirees hobble into the office of the store podiatrist. In an industry where many people are standing on their feet all day, the "sore-feet-blues" is a common tune, says Dr. John Sinclair, who completes 25 years service, July 7.

Dr. Sinclair has treated over 7500 Eatonians and is booked with appointments every fifteen minutes of each morning, for two months in advance.

"Too many people are doing their work without support to the foot," he observed. "My job is to work with the foot after the shoe has ruined it, or better yet, to guard against the harm shoes can do."

The foot specialist and President of the Manitoba Podiatrist Association, explained that style and support in women's shoes are seldom complementary. "These pointed shoes are crippling," he said. "Even though shoes have rounder toes now, they still crowd the nerves and bone structure." The height of heel is also detrimental for the body weight falls forward causing pressure. This invites corns and calluses.

"If women are selling fashions, I realize they have to wear modern shoes," Dr. Sinclair stated. "Walking a small ra-

dus on the salesfloor every day with little support to the foot is very tiring."

The fastest and most effective temporary treatment for tired feet is contrast foot baths and elevations, he suggested. Long walks are the most permanent treatment for healthy feet.

To strengthen muscle tone in the legs, people should wear solid, thick-soled shoes and walk long distances. Walking barefoot in the sand and grass is also good for the muscles.

"A person who has a foot condition, should wear proper shoes," Dr. Sinclair stressed. "It does no good to receive treatment and continue to wear what irritated the foot in the first place. Exercise should be followed as prescribed."

When asked what he does to keep his own feet healthy, the doctor listed several pastimes which he enjoys with his wife and three children — hunting, fishing, gardening and walking. He also provides others with a stimulant to strong feet — dancing. Periodically, he shines up his sax clarinet and joins a dance band at night.

Here's a man who truly keeps people on their toes.

### Best Wishes on Your Retirement

G. H. Cumbers, W 3209, 40 years.  
A. Gilchrist, W 1379, 45 years.  
Miss Betty Morris, W 3813, 44 years.  
M. J. Morrow, W 281, 44 years.  
Mrs. H. Norquay, W 3810, 41 years.  
J. A. Patterson, W 0070M, 17 years.  
Miss B. Vance W 1609, 37 years.  
Mrs. H. Cameron, W 132B, 13 years.  
J. Murphy, W 1436, 36 years.  
Miss L. Bruce, W 3811, 30 years.

### Salute to 40 Years Service

R. Herbert Graham, W 70M, July 19.  
Miss Mabel D. Lightfoot, W 254D, Aug. 4.  
Harold W. Coxford, Sask. 201 & 237, Aug. 9.  
Ralph M. Clark, W Customers' Accts., Aug. 25.  
Frederick H. Brown, W Customs & Traffic, Aug. 30.  
George Nisbet, W 929, Aug. 30.

### In Memoriam

Sincere Sympathy is extended to the family and friends of Miss S. Breckman who died May 17. Miss Breckman was with Catalogue Rebuy and had 39 years' service.

### Recent Appointments

#### WINNIPEG STORE

N. R. Franklin, Divisional Personnel Manager, Western Division.  
J. D. McDiarmid, Project Manager — Polo Park.  
W. W. Bubb, Delivery Distribution Mgr.  
R. M. MacBain, Order Processing Mgr.  
B. G. McCallum, Merchandise Processing Manager.  
A. M. Macdonald, Wage Administration Manager.  
F. A. Kilroy, Statistical Supervisor.  
J. A. Mainella, Divisional Commodity Merchandiser Traditional Shop, Men's Furnishings.  
R. Monteith, Sales Supervisor Girls' Wear and Millinery 8-16 years, Infants' Goods Children's Wear 2-6 years and Children's Millinery 2-6 years.  
D. E. Beck, Sales Supervisor, Made-to-Measure Shop, Men's Clothing, Men's Casual Wear.  
H. G. Bull, Sales Supervisor, Misses' Dresses, Misses' Coats and Suits.  
J. W. McKinley, Catalogue quality Control Supervisor.

#### REGINA STORE

D. H. Arlidge, Personnel Manager.  
G. R. Glazier, Sales Supervisor, Men's, Women's and Children's Shoes, Slippers, Rubbers and Winter Goods, Men's and Boys Clothing, Made-to-Measure, Furnishings, Hats, Caps and Furs.

WESTERN DIVISION CATALOGUE  
S. L. Cymbalisty, Catalogue Accounting Department Supervisor.

### Quarter Century Club Members

Donald D. Hallman, R212, July 1.  
William Berezuk, Delivery, July 3.  
Miss Rose Scarnati, PTA 244, July 3.  
A. Lyndon Best, Regina 100M, July 7.  
Richard A. Dawson, Delivery, July 7.  
Dr. John E. Sinclair, W 175A, July 7.  
Edwin E. Halifax, Saskatoon 229, July 10.  
T. Palmer Bell, W 132E, July 16.  
Miss Norma Patterson, W 202, July 16.  
Thomas Sutherland, Brandon 236, July 16.  
Miss Anna L. Anderson, Saskatoon 215, July 17.  
Francis Dubamel, PTA 132A, July 21.  
Gordon Dobbin, Saskatoon 1260, July 30.  
Mrs. Betty Lapointe, W 163F, Aug. 5.  
D. J. Mackie, Brandon 253, Aug. 7.  
Miss Freda E. Saunders, W 33R, Aug. 11.  
Paul F. Reimer, W 173, Aug. 12.  
George L. Morris, W 109, Aug. 18.  
Mrs. Doris I. Taylor, W 175, Aug. 18.  
J. R. Duffield, W 212, Aug. 19.  
William C. Robinson, Life Assurance, Aug. 25.  
Miss Mary E. P. Welbanks, Exchanges, Aug. 25.  
Thomas M. Miller, W 501D, Aug. 27.  
T. D. Carson, W 164D, Aug. 29.

#### NEXT ISSUE OF CONTACTS:

August 28. The July-August issues will be rolled into one for the summer.

### British Present Bronze Plaque

The British High Commissioner's Office in Ottawa praised the Winnipeg Store for its outstanding achievement during the British Fortnight Promotion held in September 1965. A bronze plaque was presented to management May 19 by Mr. T. E. Rogers, Deputy British High Commissioner.

The plaque is inscribed, "Presented by Her Majesty's Government in the United Kingdom to the T. Eaton Company in Winnipeg in appreciation of Great Things From Britain September 1965."

### Students Win Awards

Awards for scholarship and leadership in the Brandon high school were given to three associates of the Eaton store.

Bruce Bateman, son of Mrs. E. Bateman, won the Governor-General's Medal. The grade eleven Bronze medal went to James Kenyon, student employee. David McAllister, son of William McAllister, store manager, captured the Silver medal.

### Fund Answers Appeal

Eaton Employees' Charitable Fund answered the Salvation Army Red Shield Appeal for 1966 with a donation of three thousand dollars, contributed in May.



Mr. Ken Jones, divisional merchandise manager, and Sir Ralph Perring, vice-chairman of the British committee for export to Canada, admire a gift from Britain.

## Regina Staff Mounts Podium

Twenty-nine members of the Regina Store staff completed an extensive effective speaking course under the direction of W. E. Owen, G. A. Saunders and A. R. Beamish. Participants chose a wide range of topics for their prepared and impromptu talks. A sample of the speakers and their topics follows:



- 1 Sharon Hanna was named the Most Improved Speaker.
- 2 Jim Hoffos — "The pros outweigh the cons of a National Health Scheme."
- 3 Sally Alecx — "Guard your credit as a sacred trust."
- 4 Helen Bellamy — "Friendship based on sharing."
- 5 Dwight Griener — "A Day In The Life Of Sam Shoveller The Private Ear."
- 6 Ruth Grasley — "Two of the biggest assets a business has are its accounts receivable and its inventory control."
- 7 Don Gray — "The coffee break — our National Institution."
- 8 Pauline Glasser — "Give to the world the best you have and the best will come back to you."
- 9 Doris Pitman — "My First Bonspiel."
- 10 Sid Salter — "Salvation Army Bands carry the gospel."



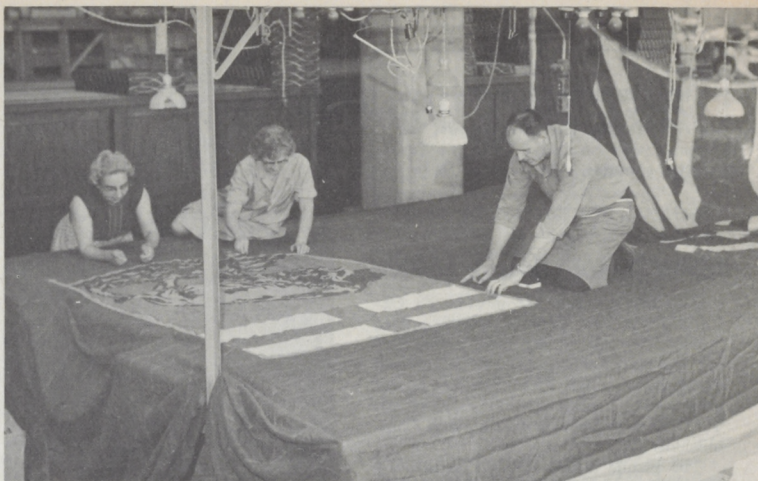
## Five Flags Unfurl at Eaton Workroom

When Manitoba raised an official provincial flag on her 96th birthday, May 12, Eaton's drapery workroom added a fifth pattern to its books. Other flags produced in Winnipeg for Eaton stores across the country are the Union Jack, the Red Ensign, the Canadian Maple Leaf and the Eaton banner.

The flags are among the largest in Canada, stretching fifteen feet high by thirty feet wide. They are made from a special fabric which neither rots nor fades.

In his search for a material which would stand up to severe weather, Sam Patterson, workroom supervisor, found a bunting used by the British Admiralty on ships at sea. The fabric is 75 per cent nylon and 25 per cent wool. It features woven bars of reinforcement to prevent tears from the wind. With proper care, flags from this fabric will last over five years, compared to a life span of two years for flags made of nylon.

The workroom sews more than 100 flags a year at an approximate cost of 275 dollars each. Two people can make a flag in two days.



The silk-screened coat-of-arms is pinned on Manitoba's new flag by Mary Nuytten, Jeanne DeFoor and Victor Morin.



Jeanne DeFoor cuts the white fabric away from an inset red maple leaf on Canada's national flag.

## Promote Your Own Back Yard

There's a boundless parcel of summer outdoor fun sitting right in your own back yard. Eaton employees in Saskatchewan, Manitoba and Ontario can enjoy and promote a vacation package second to none in recreation, scenery and historical landmarks.

When tourists ask what there is to see and do, and when your family plans its annual outing, consider some of the following highlights.

- The modern lakehead cities of Port Arthur and Fort William are the granaries of the world. They are the farthest Canadian points of call for ocean-going ships on the St. Lawrence Seaway and the terminus for lake steamer cruises.

- Lake of the Woods, a multitude of lakes, rushing rivers and meandering streams, provides an ideal setting for the enthusiastic angler. The Rushing River Provincial Park at Kenora has a fine

waterfall, camp and trailer sites, good swimming, boating, and water-skiing.

- Lower Fort Garry, 19 miles north of Winnipeg, is a living record of the fur trade fort of old. Visitors to the area will also want to see the famous Winnipeg zoo.

- The world's only Garden dedicated to Peace lies nestled in the beautiful Turtle Mountains on the border of North Dakota and Manitoba.

- A collection of beautifully restored antique automobiles can be seen at the Elkhorn Auto Museum. Agricultural machinery of early times is on display at a museum near Austin on highway No. 34.

- Riding Mountain National Park features a picturesque golf course at Wasagaming and exhibition herd of buffalo at Lake Audy.

- Rugged terrain and countless streams makes Prince Albert National Park a top family resort. Lac La Ronge is

where ardent fishermen catch trophy-sized Lake Trout, Northern Pike and Walleye.

- Regina houses the Royal Canadian Mounted Police headquarters, the Saskatchewan Museum of Natural History and the Norman Mackenzie Art Gallery.

- Much of the history of Saskatchewan centres on the Battlefords area. Here the visitor can see the fort used by the North West Mounted Police during the Second Riel Rebellion of 1885.

- Just north of the U.S. border stands the curious outcropping of Roche Perceé, where Indians carved religious symbols in the sandstone. Custer's Seventh Cavalry also hewed their names in the soft rock.

The vacation picture in your own back yard overflows with activity and versatility. For complete travel guides write to your Provincial Tourist Development Branch, Department of Industry and Commerce.